

NOV 13 2007

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete If Known

| | |
|----------------------|-----------------------------|
| Application Number | 10/748,870 |
| Filing Date | December 29, 2003 |
| First Named Inventor | Jeffrey A. DEAN |
| Examiner Name | Wilson W. Tsui |
| Art Unit | 2178 |
| Attorney Docket No. | Google-35APP (GP-090-00-US) |

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number
Deposit Account Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments
☒ Charge any additional fee(s) due in connection with the filing submitted herewith
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity Fee (\$) | Small Entity Fee (\$) | Fee Description | Fee Paid |
|-----------------------|-----------------------|-----------------|-----------|
| 1030 | 515 | Utility fee | |
| 440 | 220 | Design fee | |
| 680 | 340 | Plant fee | |
| 1440 | 720 | Reissue fee | |
| 210 | 105 | Provisional fee | |
| SUBTOTAL (1) | | | (\$ 0.00) |

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| | | | | | | | |
|--------------------|--|---------|--|---|----------------|---|----------|
| Total Claims | | -20** = | | X | Fee from below | = | Fee Paid |
| Independent Claims | | -3** = | | X | | = | |
| Multiple Dependent | | | | | | = | |

| Large Entity | | Small Entity | | Fee Description |
|--------------|----------|--------------|----------|---|
| Fee Code | Fee (\$) | Fee Code | Fee (\$) | |
| 1202 | 50 | 2202 | 25 | Claims in excess of 20 |
| 1201 | 210 | 2201 | 105 | Independent claims in excess of 3 |
| 1203 | 370 | 2203 | 185 | Multiple dependent claim, if not paid |
| 1204 | 210 | 2204 | 105 | **Reissue independent claims over original patent |
| 1205 | 50 | 2205 | 25 | **Reissue claims in excess of 20 and over original patent |

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| Large Entity | | Small Entity | | Fee Description | Fee Paid |
|--------------|----------|--------------|----------|--|----------|
| Fee Code | Fee (\$) | Fee Code | Fee (\$) | | |
| 1051 | 130 | 2051 | 65 | Surcharge - late filing fee or oath | |
| 1052 | 50 | 2052 | 25 | Surcharge - late provisional filing fee or cover sheet | |
| 1053 | 130 | 1053 | 130 | Non-English specification | |
| 1812 | 2,520 | 1812 | 2,520 | For filing a request for ex parte reexamination | |
| 1804 | 920* | 1804 | 920* | Requesting publication of SIR prior to Examiner action | |
| 1805 | 1,840* | 1805 | 1,840* | Requesting publication of SIR after Examiner action | |
| 1251 | 120 | 2251 | 60 | Extension for reply within first month | |
| 1252 | 460 | 2252 | 230 | Extension for reply within second month | |
| 1253 | 1,050 | 2253 | 525 | Extension for reply within third month | |
| 1254 | 1,640 | 2254 | 820 | Extension for reply within fourth month | |
| 1255 | 2,230 | 2255 | 1,115 | Extension for reply within fifth month | |
| 1401 | 510 | 2401 | 255 | Notice of Appeal | |
| 1402 | 510 | 2402 | 255 | Filing a brief in support of an appeal | |
| 1403 | 1,030 | 2403 | 515 | Request for oral hearing | |
| 1451 | 1,510 | 1451 | 1,510 | Petition to institute a public use proceeding | |
| 1452 | 510 | 2452 | 255 | Petition to revive - unavoidable | |
| 1453 | 1,540 | 2453 | 770 | Petition to revive - unintentional | |
| 1501 | 1,440 | 2501 | 720 | Utility Issue fee (or reissue) | |
| 1502 | 820 | 2502 | 410 | Design Issue fee | |
| 1503 | 1,130 | 2503 | 565 | Plant Issue fee | |
| | | | | Petitions to the Commissioner - check fee sheet | |
| 1807 | 50 | 1807 | 50 | Processing fee under 37 CFR 1.17(c) | |
| 1808 | 180 | 1808 | 180 | Submission of Information Disclosure Stmt | |
| 8021 | 40 | 8021 | 40 | Recording each patent assignment per property (times number of properties) | 180.00 |
| 1809 | 810 | 2809 | 405 | Filing a submission after final rejection (37 CFR 1.129(a)) | |
| 1810 | 810 | 2810 | 405 | For each additional invention to be examined (37 CFR 1.129(b)) | |
| 1801 | 810 | 2801 | 405 | Request for Continued Examination (RCE) | |
| 1802 | 900 | 1802 | 900 | Request for expedited examination of a design application | |

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

SUBMITTED BY

(Complete if applicable)

| | | | | | |
|-------------------|-------------------------|-----------------------------------|-------------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 542-9070 |
| Signature | <i>John C. Pokotylo</i> | Date | November 13, 2007 | | |

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

NOV 13 2007

FACSIMILE COVER SHEET

The Law Offices of
STRAUB & POKOTYLO

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Tinton Falls, NJ 07724-3260

Telephone: 732-542-9070
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Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: November 13, 2007

Number of Pages Including Cover: 34

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee Transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement
(3 pgs.);
- 4) PTO/SB/08A (1 pg.);
- 5) Reference AW (18 pgs.); and
- 6) Reference AX (8 pgs.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING
RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED
ADVERTISEMENTS

TC/A.U.: 2178

Examiner: Wilson W. Tsui

CERTIFICATE OF FACSIMILE TRANSMISSION

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is being facsimile transmitted to the United States Patents and
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John C. Pokotylo

Type or print name of person signing certification



Signature

November 13, 2007
Date

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Modified PTO/SB/21 (08-00)

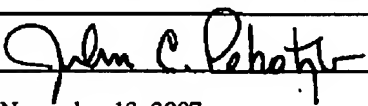
Approved for use through 10/31/2002. OMB 0651-0031

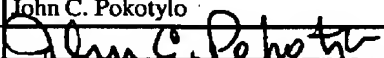
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| | | |
|--|------------------------|-----------------------------|
| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | Application Number | 10/748,870 |
| | Filing Date | December 29, 2003 |
| | First Named Inventor | Jeffrey A. DEAN |
| | Group Art Unit | 2178 |
| | Examiner Name | Wilson W. Tsui |
| Total Number of Pages in This Submission | Attorney Docket Number | Google-35APP (GP-090-00-US) |

| ENCLOSURES <i>(check all that apply)</i> | | |
|--|--|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> |
| Remarks | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---|
| Firm or Individual name | John C. Pokotylo (Reg. No. 36,242) |
| Signature |  |
| Date | November 13, 2007 |

| CERTIFICATE OF FACSIMILE | |
|--|---|
| I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: November 13, 2007 | |
| Typed or printed name | John C. Pokotylo |
| Signature |  |
| Date | November 13, 2007 |

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS

Examiner: Wilson W. Tsui

Group Art Unit: 2178

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

11/14/2007 FMETEKI1 00000015 501049 10748870

01 FC:1806 180.00 DA

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since, this Information Disclosure Statement is being submitted after the mailing of a final Office Action, but before payment of an Issue Fee, it should be considered under 37 C.F.R. § 1.97 (d).

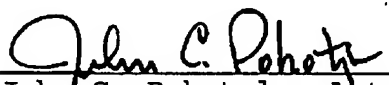
Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

The \$ 180.00 fee for the Information Disclosure Statement to obtain consideration under 37 C.F.R. § 1.97(d) is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal form is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

November 13, 2007



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
620 Tinton Avenue
Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

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John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo
Signature

November 13, 2007
Date